

## **Art Works for Virginia January 22-23, 2008**

### **Tuesday, January 22**

8:30 a.m. Registration, coffee, and conversation

9:30 a.m. Music by the Rhythm Project, sponsored by the Virginia Arts Festival

**Welcome**, Dr. Lucius Ellsworth, Chair, Virginia Commission for the Arts  
and Sally Lay, President, Virginians for the Arts

**Special Announcement** - Susan Hirschbiel

**Keynote Speaker** - John Barrett III has been the Mayor of North Adams, Massachusetts, since 1984 and has overseen the city's transformation from a single industry town to a new economy. He convinced three governors that developing a contemporary arts center, the Massachusetts Museum of Contemporary Arts, or MassMoCa, on a reclaimed factory site would drive the North Adams and Northern Berkshire economy.

11:00 a.m. Concurrent sessions

### **Crisis Communications**

Entire organizations have fallen because of communications mistakes during a crisis. In fact, what you do and say in the first minutes and hours of a crisis can determine whether or not your organization survives. This session is designed for managers, public relations/marketing staff, and others who may be on a crisis management team. The session covers internal and external communications, distinguishing between a true crisis versus an unpleasant situation, the core elements of a crisis management plan, and management of media relations. Ron Reid, public relations consultant and actor, will lead the workshop.

### **Building Effective Partnerships with the Schools**

Arts organizations across Virginia have invested major staff and financial resources in building educational programs for young people yet are often frustrated in building effective, long term partnerships with the schools in their communities. Bruce Miller of Theatre IV of Richmond and Cherry Johnson of the Watauga County Arts Council of Boone, North Carolina, will share their experiences, good and bad, in working with the schools. They will talk about getting the attention of decision-makers in the schools, finding funding for school programs, and keeping the partnerships going over time.

### **Accountability for Nonprofits**

Nonprofits are being called upon by the public, by government, and by funders to be more accountable. What does accountability mean? To whom are nonprofits accountable and for what purpose? Learn about the organized efforts by regulators, watchdogs, and the nonprofits

themselves to ensure organizations remain true to their exempt purposes. The session is presented by Deborah Barfield Williamson, Executive Director of the Virginia Network of Nonprofit Organizations.

### **Building the Case for Public Art**

Public art, or artwork in the public realm, is a growing movement across the country and a burgeoning practice in Virginia. Arts administrators, public art professionals, and advocates join in a lively panel discussion to share real life stories of how they built public art programs in their communities, both large and small. Get ideas for beginning and sustaining a successful public art program in your community, including funding mechanisms ranging from private funding to municipal percent for art programs. Learn successful strategies for making the case for public art from artistic, social, educational, tourism, and economic development perspectives. The panel will include Glenn Weiss, manager of the public art program for the City of Coral Springs, Florida; David Brown of the Art Museum of Western Virginia; Elizabeth Breeden of the ArtInPlace program in Charlottesville; and Laura Blackman of Cary (NC) Visual Art, Inc.

### **Update on State Initiatives**

There are some exciting initiatives planned for the next few years that will involve the entire arts community of Virginia. Governor's Awards in the Arts will be presented in September of 2008. There will be a statewide celebration of the arts around the theme of "Women in the Arts" in the spring of 2010. Come hear how you can become involved and help to build greater public visibility for the arts as a whole.

### **Curators Roundtable - Creating Collaborative Exhibitions**

Launching the discussion are two case studies of collaborative exhibitions currently in progress. How do partnerships begin and how is the division of labor, finances, and production determined? What can be the drawbacks and benefits to such projects? In the end, is it really worth it? Panelists will be David Bearinger of the Virginia Foundation for the Humanities, Laura Browder of the English Department at Virginia Commonwealth University, Ashley Kistler of the Visual Arts Center of Richmond, John Ravenal of the Virginia Museum of Fine Arts, and Andrea Douglas and Matthew Affron of the University of Virginia Art Museum with Wyone Lynch-McWhite of the Eleanor D. Wilson Museum at Hollins University as panel moderator. The session has been organized by Susan Ferrell and Gina Collins, Office of Statewide Partnerships, Virginia Museum of Fine Arts.

### **Virginia Art Educators Supervisors Meeting**

Public school art supervisors will meet to discuss common issues. Pat Franklin of the Newport News Public Schools will lead the discussion.

### **Virginia Music Educators Supervisors Meeting**

Public school music supervisors will meet to discuss common issues. Jim Harmon of the Loudoun County Public Schools will lead the discussion.

12:30 p.m. Lunch

Remarks by Sally Lay, President, Virginians for the Arts

**Performance by Linda Lay and Springfield Exit**

2:00 p.m. **Virginians for the Arts Annual Membership Meeting**

2:30 p.m. Concurrent Sessions

### **Generations at Work: Why They Won't "Grow Out of It"**

How do you understand what motivates the four generations currently in the work force? The challenges of an aging experienced population and new attitudes toward work and learning is an issue that must be addressed. The baby boomers are retiring and the youngest generation, Gen Y, is growing in numbers. Just as technology is changing rapidly and must be managed, the sociological and demographic changes have profound implications for the future of our organizations. Marsha Littell, Director of Training for the international architectural design firm HOK, has been studying diversity and performance management for over a decade.

### **Fold 'em, Hold 'em, Know When To Walk Away - Previously Dealt Cards, Heritage Art Collections**

This session will address the issues of accumulated memorials, monuments, and other artworks that were created prior to the establishment of your public art program. Almost every public art program has found itself responsible for objects that were built by eager developers, patriotic veterans, or donated by artists. The session will cover everything from war memorials to the WPA projects to the fiberglass brand sculpture trend. The panelists will offer local, state, and national perspectives that address the political, aesthetic, public, historical, and community pressures and solutions. There are risks and rewards in dealing with community art projects that may not be in line with the goals set out by the percent for art program. The presentation will include war stories and practical guidelines for such solutions. For the increasing number of start-up public art programs, this presentation will be filled with ideas on how to inventory existing work and educate communities. More and more public art programs are discovering that success means everyone wants to get in the game, which sometimes leaves motherhood and maintenance issues up to the institutionalized program. Helen Lessick, artist and public art consultant, Dennis Montagna of the National Park Service's Monument Research & Preservation Program, and Karen Rudd, painter and coordinator of the Norfolk public art program, will lead the discussion.

### **Social Networking 101: Facing Facebook, MySpace, and More**

The rise in social networking and Web 2.0 has created a fervent buzz among internet users and kept them scrambling to keep up with features. Demographic differences between tech savvy youth and more nuanced, cautious adults create a clash of perspectives that can result in missed opportunities. The key to carefully approaching social networking is not an all-out war on the environments but rather a respect for the utility and a working knowledge on where the medium has been and appears to be going. Among the areas to be covered in this session are MySpace,

Facebook, LinkedIn, blogging sites, YouTube, privacy, assumptions, perspectives, and utilizing social networking's power for good and more. Dean Browell is a PR Account Executive with the agency Neathawk Dubuque & Packett.

### **Update on State Initiatives**

Repeat of morning session

### **Curators Roundtable - Audience Development Issues and Opportunities**

What are the challenges in reconciling curatorial considerations with attendance goals and scholarly approaches versus popular subjects? How are Virginia colleges and universities bridging to the communities beyond their campuses? How are community art museums/centers connecting to diverse constituencies? Panelists David Brown of the Art Museum of Western Virginia, Nancy Sausser of the McLean Project for the Arts, Aaron DeGroft of the Muscarelle Museum, and Chris Jones of the Prizery, with K. Johnson Bowles of the Longwood Center for the Visual Arts as moderator, will lead the discussion.

### **Advocacy Workshop**

June Britt, past President of Virginians for the Arts, and John J. "Butch" Davies, former member of Virginia House of Delegates, will lead this annual workshop on how to advocate for public funding of the arts. New arts advocates learn how to make their voices heard. Long time arts advocates will learn about the important issues facing the arts in the 2008 General Assembly.

### **Virginia Art Educators Supervisors Meeting**

Continuation of morning session. Public school art supervisors will meet to discuss common issues. Pat Franklin of the Newport News Public Schools will lead the discussion.

### **Virginia Music Educators Supervisors Meeting**

Continuation of morning session. Public school music supervisors will meet to discuss common issues. Jim Harmon of the Loudoun County Public Schools will lead the discussion.

### **4:00 p.m. Major Arts Institutions Roundtable**

Leaders of the large budget arts organizations of Virginia, those with annual operating budgets of over \$1 million, will gather to discuss topics of interest.

### **4:00 p.m. Marketing Directors Roundtable**

The marketing directors of Virginia arts organizations will gather to discuss topics of interest.

### **4:00 p.m. Development Directors Roundtable**

The development directors of Virginia arts organizations will gather to discuss topics of interest.

4:00 p.m.      **Area Coordinators of 2008 Governor's Awards in the Arts**

June Britt, statewide Coordinator of the 2008 Governor's Awards in the Arts, will meet with the volunteer Arts Awards area coordinators to plan strategies to promote the Awards and the Award nominees.

4:00 p.m.      **Business Meeting, Virginia Alliance of Local Arts Agencies**

5:30 p.m.      **Reception for conference attendees, honoring members of the Virginia General Assembly**

Library of Virginia, 800 East Broad Street

St. George Productions' delightful Renaissance actors will be on hand to introduce legislators and entertain guests.

All Virginia Delegates and Senators will receive written invitations to the reception. If you plan to attend, please let your legislators know. Your personal invitation and the fact that you will be there are important.

9:00 p.m.      A Trip to Margaritaville, hospitality suite sponsored by the Virginia Presenters Network, Room 1709, Richmond Marriott Hotel

**Wednesday, January 23**

**Arts Advocacy Kick Off Meeting**

Richmond Marriott Hotel

7:30 a.m.              Buffet Continental Breakfast

8:00 a.m.              Advocacy Instructions, including tips for visits with legislators. Handout materials will be available.

8:30 a.m.              Visits with Legislators  
General Assembly Building, 9<sup>th</sup> & Broad Streets

11:30 a.m.              Performers from the Richmond Ballet and Theatre IV will escort the Delegates and Senators to the House and Senate Chambers in the newly renovated State Capitol Building